



**City of Santa Barbara**  
Parks and Recreation Department

**Memorandum**

**DATE:** May 16, 2011

**TO:** Creeks Restoration/Water Quality Improvement Program  
Citizen Advisory Committee

**FROM:** Autumn Malanca, Water Resources Specialist

**SUBJECT:** **Storm Water Management Program Status Report**

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COMMITTEE DIRECTION – FOR DISCUSSION

That the Committee receive a status report on the City's Storm Water Management Program.

DISCUSSION

The federal Clean Water Act's National Pollutant Discharge Elimination System (NPDES) Phase II regulations govern storm water discharges from "small municipalities" that operate storm drain systems. The State Water Resources Control Board (Water Board) and its regional agencies are responsible for implementation of NPDES regulations, and therefore adopted a General Permit for the discharge of storm water from municipal separate storm sewer systems (MS4s). To comply with the permit, the City of Santa Barbara prepared a Storm Water Management Program (SWMP) designed to reduce the discharge of pollutants to protect water quality. The SWMP defines guidelines and requirements (best management practices or "BMPs") for the protection of water quality and the reduction of pollutant discharges. The Creeks Division has provided overall coordination and administration of the SWMP since development of the program began in 2003. Official approval, implementation, and annual reporting requirements began in 2009. SWMP implementation and compliance continues to be a city-wide requirement.

General Permit Renewal

This past calendar year (2011) marked Year 3 of the City's 5-year SWMP, as well as a busy year for the Water Board. The first 5-year term of the General Permit expired in 2008 and Water Board staff is now in the process of drafting the new permit. A draft of the renewed General Permit was released in summer 2011, and Creeks Division staff took part in a large review and comment effort coordinated by the California Storm

Water Quality Association (CASQA). The Draft General Permit reflects significant changes in both requirements and program administration that would impact all municipalities and other entities governed by the General Permit. Creeks Division staff coordinated with CASQA, Santa Barbara County staff, other Central Coast municipalities, and internally with other City departments to partake in CASQA's extensive comment letter to the Water Board, which defined specific concerns and detailed edits. The Creeks Division also produced a comment letter for the City, which was submitted to the Water Board in September, 2011.

Water Board staff is currently re-drafting the General Permit renewal in response to the significant volume of comments received. Staff will continue to monitor and take part in this process. Creeks Division staff is optimistic that the City may be able to continue implementing our existing SWMP, with minimal changes to the program. The City's SWMP currently exceeds several General Permit requirements and has generated positive responses from our State and Regional Board staff members.

### Central Coast Joint Effort

The Central Coast Regional Water Quality Control Board (Regional Board) has also been engaged in a significant regulatory effort. The Regional Board staff has embarked upon a "Joint Effort for Hydromodification Control and Low Impact Development" (Joint Effort). The intent of the Joint Effort is to protect watershed processes (surface runoff, groundwater recharge, sediment transport, etc.), that are potentially impacted by how storm water runoff is managed at development/redevelopment projects. The technical objective is to develop and apply appropriate methodology for selecting numeric criteria that ensure the protection of watershed processes at the parcel-scale. The methodology defines different watershed characteristics and processes along the central coast, and identifies "Watershed Management Zones," which all have defined numeric criteria and minimum controls.

Creeks Division staff have been following this effort since it began in 2010. The current schedule estimates final numeric criteria and applicability thresholds to be determined and adopted by the Water Board in September 2012, with municipalities implementing the new requirements by early 2013. Similar to the General Permit renewal, Creeks Division staff is optimistic that the City may be able to continue our current development requirements as they are defined in our SWMP and Storm Water BMP Guidance Manual. The City has significant investments in our current program, including extensive program development, training, outreach, and community understanding.

### City of Santa Barbara SWMP Annual Report – Year 3

The City's SWMP contains six program elements that require BMP implementation and annual reporting. These program elements are referred to as "Minimum Control Measures" (MCM). They represent the following sections (implemented primarily by the City departments and divisions in parentheses) in the SWMP Annual Report:

1. Public Education and Outreach (Creeks)

2. Public Participation/Involvement (Creeks)
3. Illicit Discharge Detection and Elimination (Creeks, Water Resources, GIS, Building and Safety, Facilities, and Parks)
4. Construction Site Storm Water Runoff Control (Building and Safety)
5. Post Construction Storm Water Management (Community Development, Building and Safety, Public Works, Creeks)
6. Pollution Prevention/Good Housekeeping for Municipal Operations (Streets, Water Distribution, Wastewater, Parking, Facilities, Parks, Golf, Fire, Motor Pool, Creeks)

There are over 100 specific BMPs identified in the SWMP under the measures listed above. The annual reporting effort includes gathering reports confirming BMP implementation from 13 department and division managers and staff, as well as several Creeks Division staff. Summary reports and supporting documentation is submitted quarterly, including purchase orders, invoices, inspection reports, outreach ads, data spreadsheets, monitoring reports, and sign in sheets for required trainings.

The annual reporting requirements also include a Program Effectiveness Assessment, which is attached as the final section of the City's Annual Report. The California Storm Water Quality Association (CASQA) developed this approach which the Water Board subsequently adopted as a requirement for all SWMP Annual Reports. The purpose of the assessment is to confirm the desired results of municipal SWMP programs and identify modifications that may be needed, thus ensuring the iterative process is used as an effective management tool throughout the permit implementation. The Effectiveness Assessment rates each BMP with "outcome levels" to help categorize and describe the desired results of the program as well as identify needed modifications.

The City did not receive official comments or requested edits on our Year 2 (2010) Annual Report, perhaps due to the Regional Board staff involvement with the General Permit renewal and the Joint Effort. Therefore, Year 3 was focused on successful program implementation rather than a time consuming response-to-comments and program revision effort.

#### MCM 1: Public Education and Outreach

The BMPs in MCM 1 are designed to educate community members about steps they can take both at work and at home to prevent and reduce water pollution. All of the Public Education BMPs were successfully implemented and found to be effective in 2011. The number of presentations given to school children, total youth educated, and brochures distributed continue to exceed the SWMP's measurable goals. For example, 132 presentations for educating youth are required annually (SWMP BMP 1.1), with a goal of reaching 3,000 youth. City staff, in collaboration with Art From Scrap, exceeded this goal by providing 163 presentations and reaching close to 4,500 students. The Creeks Division outreach coordinator distributed almost 2,000 informational brochures, postcards, and promotional materials in 2011 at numerous locations and events including Looking Good Santa Barbara Community Cleanup, the Earth Day Festival, Surfrider Foundation's Ocean Friendly Gardens class, the Santa Barbara Golf Club's

Golfer Appreciation Day, and the Greater Santa Barbara Lodging and Restaurant Association's Mixer, just to name a few. Also, staff prepared a new brochure in May 2011 called "Home Improvement and Healthy Creeks" in both English and Spanish. The brochure includes information on how to properly prepare, use, and dispose of common home improvement materials like cement products and paint, and provides tips to prevent pollution from reaching local storm drains and creeks.

Furthermore, 20 additional businesses (19 restaurants and 1 automotive business) were inspected and certified as Clean Water Businesses in Year 3. Over 110 businesses have been inspected and certified since the Clean Water Business Program began in 2006. This direct outreach and interaction between local businesses and City staff has been an effective way to increase the awareness of City business owners and operators to water quality impacts.

### MCM 2: Public Participation and Involvement

The Public Participation and Involvement MCM is intended to foster active community support for the SWMP, which in turn ensures that the program reflects community values and priorities and thus has the highest potential for success. All of the Public Participation and Involvement BMPs were successfully implemented and found to be effective in 2011. The Creeks Advisory Committee meetings are part of this MCM in order to keep the public informed about outreach efforts, creek restoration projects and water quality issues and efforts. Other BMPs including stakeholder meetings, regional coordination (intergovernmental meetings), the City's annual community forum on water quality issues, as well as community volunteer projects (such as creek clean-ups and storm water monitoring) all work together to establish a successful Public Participation and Involvement program. The 2011 annual community forum on water quality issues focused on the history of Santa Barbara's creeks and watersheds. Local historian Neal Graffy told the story of "The Search for Water" in Santa Barbara, providing a wealth of historic photos, stories, and insight into early Santa Barbarans' reliance on and relationship with local creeks.

### MCM 3: Illicit Discharge Detection and Elimination

The BMPs in the Illicit Discharge Detection and Elimination MCM work collectively to effectively reduce pollution in storm water by working to identify and eliminate sources of illicit discharges and illegal dumping. This part of the City's program depends on participation from the public and other City departments.

Creeks Division staff focuses on enforcing the water quality section of the City's Municipal Code (Chapter 16.15; Urban Pollution Controls, Non-Point Source Discharge Restrictions) to comply with this control measure. 222 calls were received and responded to within 24 hours in Year 3, resulting in 89 Notices of Violation and 10 citations (fines). These numbers continue to increase annually as community awareness of protecting water quality improves. The City has a dedicated enforcement person who focuses on maintaining the database of incoming complaints and quickly responding to and abating illicit discharges. Staff also inspected five large commercial

facilities for compliance with water pollution prevention requirements. The inspections included Riviera Theatre/Park, the Trader Joes/Milpas Shopping Center, Scolari's Shopping Center, the Fess Parker Hotel, and Loretto Plaza. All of the inspections with the property managers resulted in positive follow-up steps to improve storm water management and water quality protection onsite.

#### MCM 4: Construction Site Storm Water Runoff Control

The Construction Site Storm Water Runoff Control MCM is implemented and enforced under authority of the City's Building Division, through City code, policy, and practice. 53 projects were reviewed (i.e., Erosion Control Plans or "ECPs" were reviewed) in 2011 for erosion/sedimentation BMP compliance on plans, and 100% compliance was attained. This number is significantly lower than 2010 due to a change in the reporting method. New reporting only identifies projects required to submit erosion control plans rather than every project coming in for a building permit. A total of 483 field inspections for erosion control took place in 2011 and, of those, 49 correction notices and/or warnings were issued. No "stop work orders" were warranted in 2011. Of the 49 correction notices/warnings, some shared the same address, so this translates to less than 10% of the construction sites requiring BMP improvements or fixes in 2011, resulting in 100% eventual compliance.

Collectively, the BMPs in the City's SWMP related to construction site storm water runoff were found to be effective in the City's 2011 Annual Report, except for one BMP requirement which called for adopting an erosion/sediment control ordinance. The Building Department has proposed to delete that measurable goal from the SWMP, with the reasoning that compliance with sediment/erosion BMP selection and installation is ensured by not allowing the project to continue without the required criteria being met. Building staff feels this is a much better enforcement tool than an ordinance, which would not consider site specifics and challenges, and would likely result in simple fines which would be passed on to the project developer by the contractor and would not ensure continued compliance. This proposed modification still stands from the 2010 (Year 2) Annual Report and the Water Board has not communicated their determination.

#### MCM 5: Post-Construction Storm Water Management

Creeks Division staff also assists other city staff in incorporating Post-Construction Storm Water Management designs into proposed development and redevelopment projects. However, the Community Development Department is the main City department that focuses on post-construction storm water management. This MCM requires the design and implementation of specific infiltration and/or water capture BMPs into development and redevelopment within the City (bioswales, infiltration designs, rain barrels, etc.) for compliance with the SWMP's runoff volume, rate, and water quality treatment requirements. The City's post-construction storm water requirements are explained in detail in the City's Storm Water BMP Guidance Manual, produced and finalized in 2008.

A total of 140 projects implemented post-construction BMPs in Year 3. This is an increase of approximately 60 more projects from last year and over 100 more projects as compared to Year 1 (30 projects); thereby demonstrating that the City's understanding and implementation of post-construction storm water BMP requirements is successfully improving. Creeks Division staff continues to take calls and meet with project applicants daily in an effort to continually train and assist the community in understanding the City's storm water management requirements on a case-by-case basis.

#### MCM 6: Pollution Prevention/Good Housekeeping for Municipal Operations

The Municipal Operations Pollution Prevention portion of the SWMP is intended to ensure that City operations and the delivery of public services occurs in a manner that protects storm water quality and serves as a good example for the community. The 2011 Annual Report demonstrates that collectively, the BMPs within the municipal operations component are effective in increasing awareness among City staff in order to change behavior and ultimately to reduce pollution. Year 3 facility inspections proved successful in documenting City staff's commitment to storm water pollution prevention. A few deficiencies noted at the City's Annex Yard and the Parks Corporation Yard were quickly addressed and future improvements are scheduled for 2012.

Street sweeping is a pollution prevention/good housekeeping highlight, and a large City investment that demonstrates a measurable benefit in reducing pollutant loads. Over 2,064 tons of material was collected by street sweepers in Year 3. Furthermore, Creeks Division staff conducts annual storm water management training for City staff whose jobs have the potential to impact water quality. Training materials are revised every year. The staff training approach has proven effective for raising awareness among staff, as there are always questions and stories shared about personal accounts of witnessing illicit discharges around the City. Calls to the City's storm water enforcement hotline always increase after staff trainings, as awareness is refreshed. This results in more opportunities for enforcement staff to educate potential polluters.

#### Next Steps

The City is now almost five months into Year 4 of formal SWMP implementation and reporting requirements. The coordination effort continues to be challenging with 13 departments and divisions implementing and tracking over 100 required BMPs and measurable goals. However, through the past three years of training, outreach and reporting, staff has become more familiar with the SWMP's BMPs and reporting requirements and the City is on track to meet the SWMP's measurable goals for Year 4. What remains to be seen is the final outcomes of the State Water Board's revised General Permit and the Regional Board's Joint Effort requirements and how these may affect the City's existing SWMP. Staff will continue to monitor and participate in these important efforts this year.

cc: Cameron Benson, Creeks Manager  
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